

2010-07-29

Website Usability Debrief

Chapman, Suzanne; Hagedorn, Kat; Varnum, Kenneth J.; Desai, Shevon; Piacentine, Julie

<https://hdl.handle.net/2027.42/107036>

Downloaded from Deep Blue, University of Michigan's institutional repository

Website Usability Debrief

Usability Group

Suzanne Chapman (chair)

Kat Hagedorn

Ken Varnum

Shevon Desai

Julie Piacentine

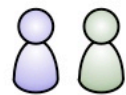
July 29, 2010

Usability Core Group

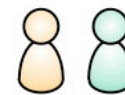
2 year term



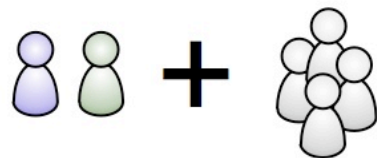
1 chair



4 core members



Usability Task Force (UTF)

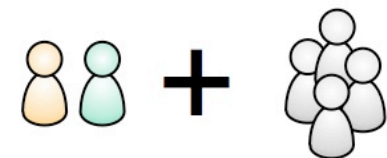


short term (4-6 months)

2 core members
+ 3-4 members

+ 1 stakeholder

Usability Task Force (UTF)



Usability

- History of the group
- Past projects
- Usability is more an art than a science
- Goal is to collect more data to use alongside usage/log data and testimonials from staff who work directly with users
- It's about learning what users like, how they think, what they want
- Methods & types of results
- It's iterative

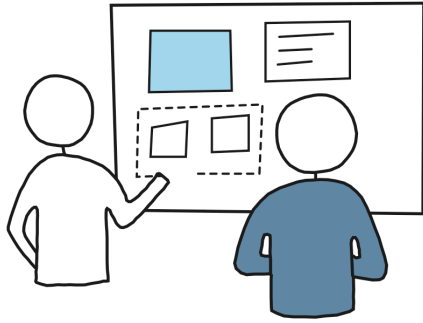
Library Website Usability Task Force

- Project Managers: Kat Hagedorn & Ken Varnum
- Stakeholder(s): Mike Creech, Karen Reiman-Sendi
- Members: Gillian Mayman, Devon Persing, Val Waldron, Sue Wortman
- Winter 2009 - Spring 2010
- 4 evaluations completed using 3 different methods
- BIG thanks to this group for all their hard work!

Library Website Usability Task Force

Project priorities:

- Gain a better understanding of user's perception and use of the "new" library website (it's now 1 year old!)
- Pinpoint problem areas
- Evaluate problem areas



Gateway

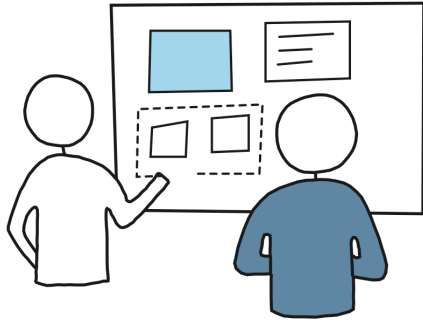
Participatory Design

All members of the Core group, UTF, plus ULA Ellen Wilson participated in this evaluation.

Goal: to gain a better understanding of which parts of the gateway users find most and least useful... and to help inform our follow-up evaluations.

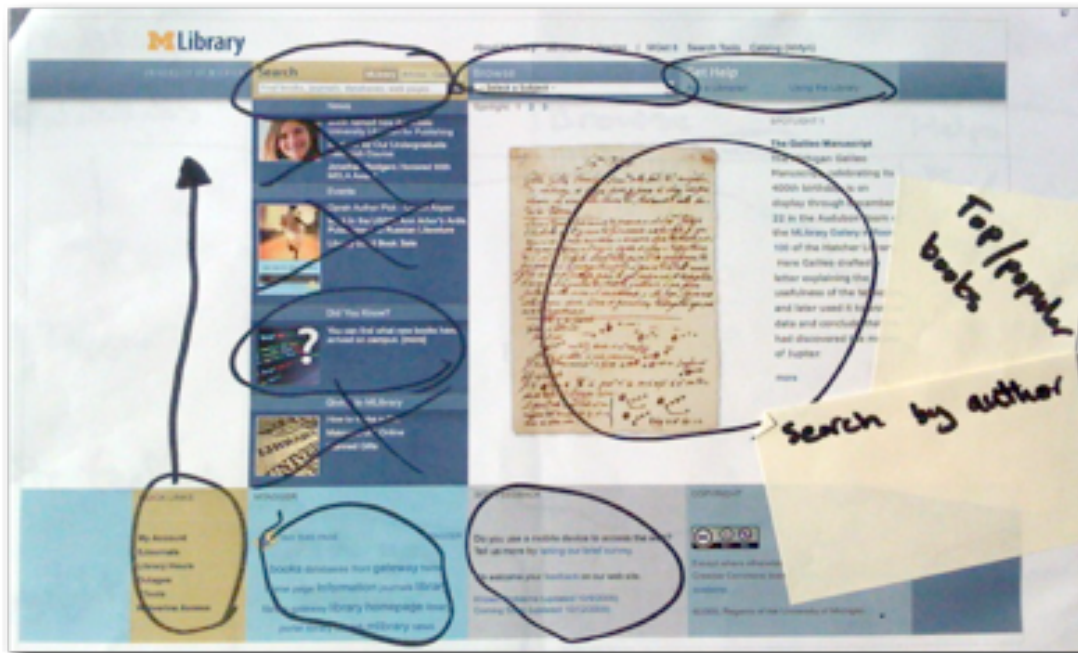
36 Participants:

- 15 Undergrads
- 5 Grad Students
- 2 Faculty
- 15 Library Staff



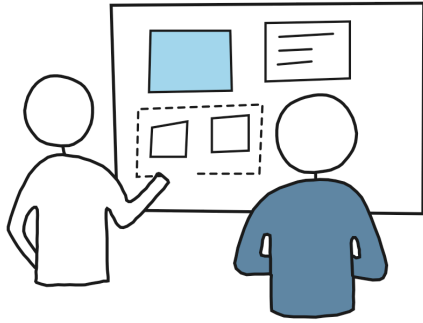
Gateway

Participatory Design



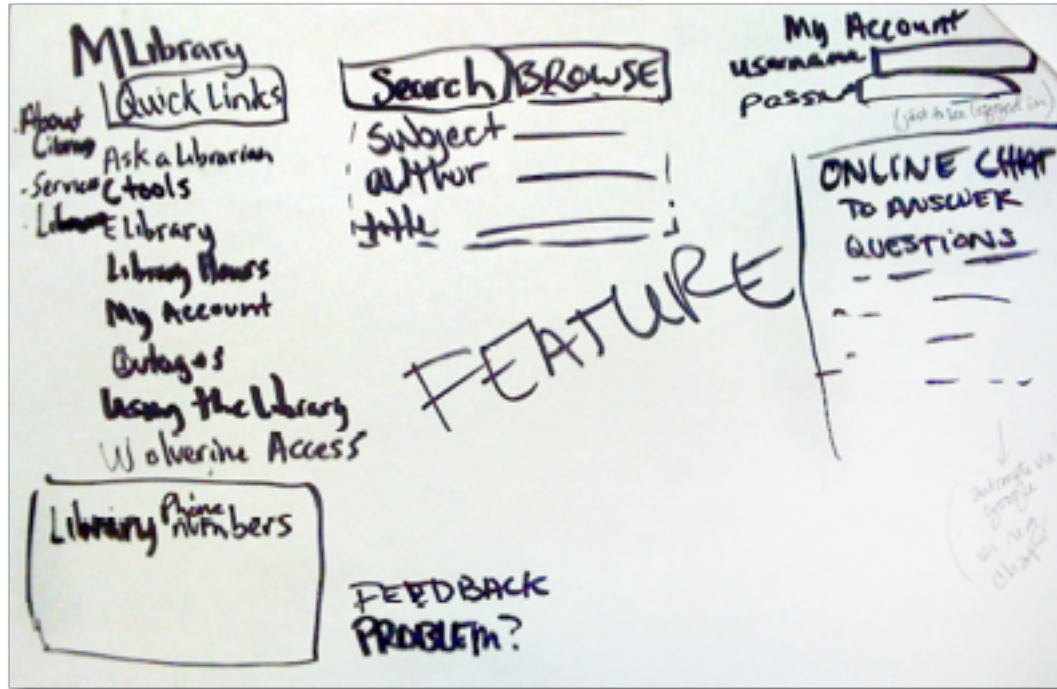
X/O Instructions:

1. Circle the things you find useful
2. Put an X through the things you don't find useful
3. Add a note for anything that's missing

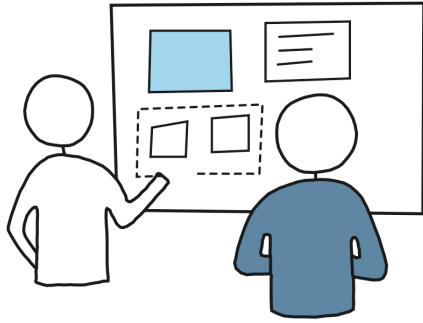


Gateway

Participatory Design



Ideal Design Instructions:
Draw your ideal library
website.



Gateway (left column)

Participatory Design-Findings

Undergraduate Students

(15 participants)



Graduate Students

(5 participants)



Faculty

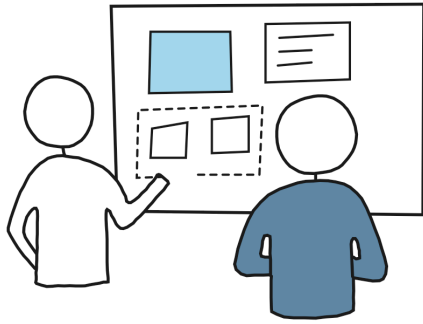
(2 participants)



Library Staff

(15 participants)

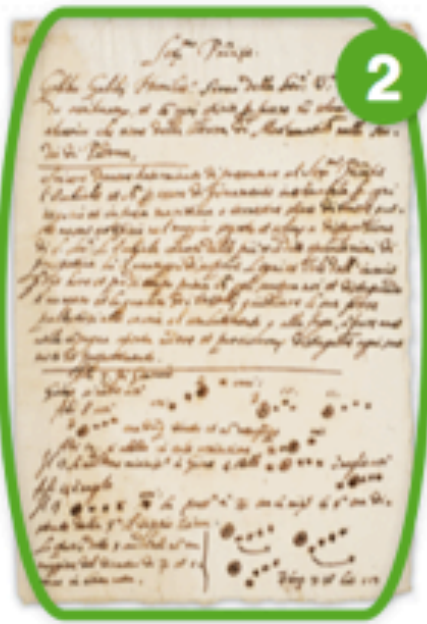




Gateway (spotlight) *Participatory Design-Findings*

Undergraduate Students

(15 participants)



Graduate Students

(5 participants)



Faculty

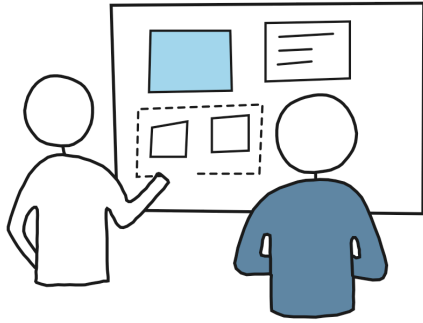
(2 participants)



Library Staff

(15 participants)





Gateway (search/browse)

Participatory Design-Findings

Undergraduate Students

(15 participants)



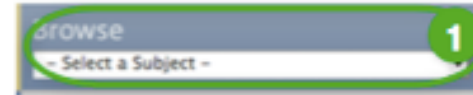
Graduate Students

(5 participants)



Faculty

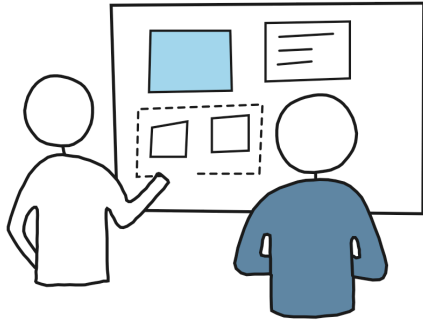
(2 participants)



Library Staff

(15 participants)





Gateway (top nav)

Participatory Design-Findings

Undergraduate Students

(15 participants)



Graduate Students

(5 participants)



Faculty

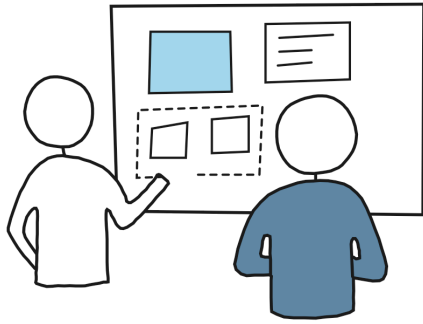
(2 participants)



Library Staff

(15 participants)



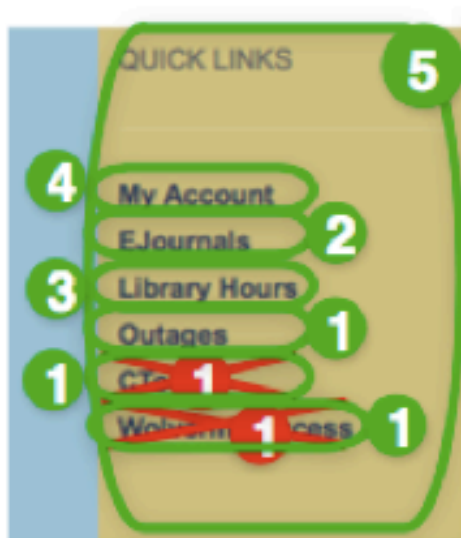


Gateway (quick links)

Participatory Design-Findings

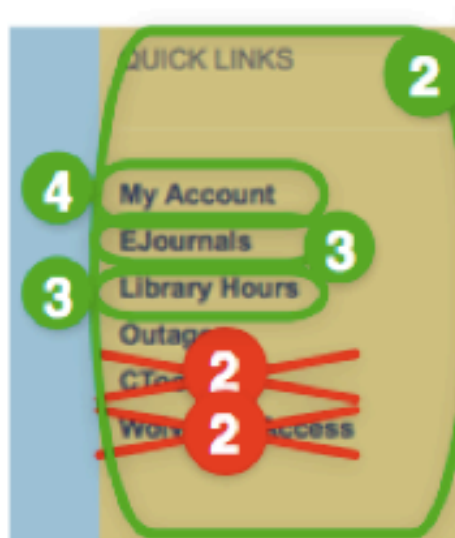
Undergraduate Students

(15 participants)



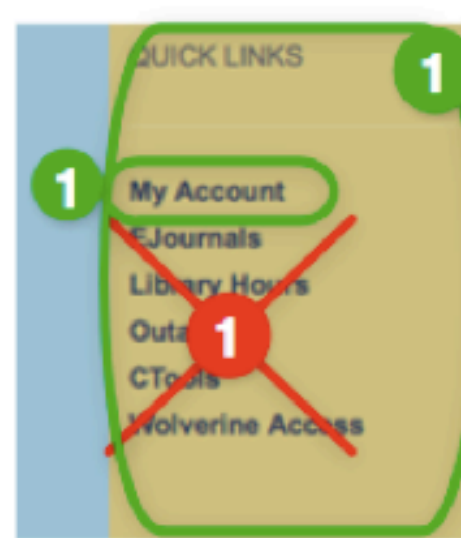
Graduate Students

(5 participants)



Faculty

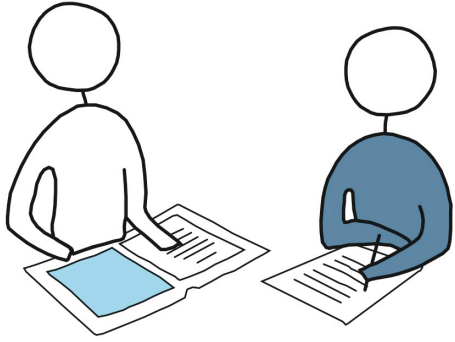
(2 participants)



Library Staff

(15 participants)

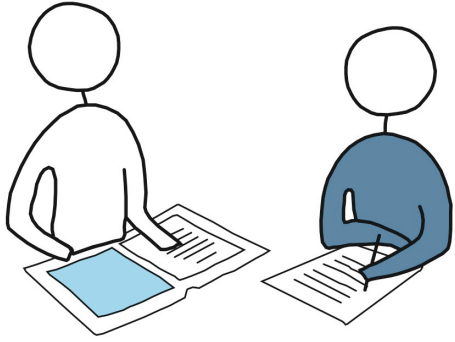




About Guerrilla Testing

We have used this method for many years. We call this "guerrilla testing" because we hope to get quick and short answers to quick and short questions. Five minutes is our goal!

Participants are often found "in the wild" in reference areas, the fish bowl, Diag, etc.



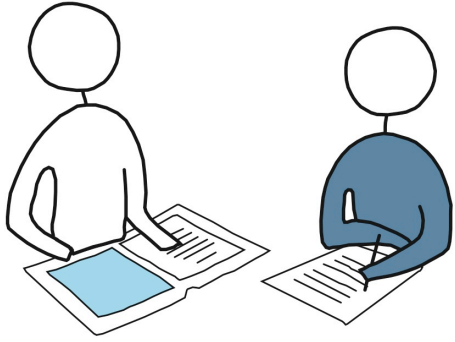
Quick Links

Guerrilla Testing

Goal: Fine-tune the contents & labels for Quick Links.

The Test:

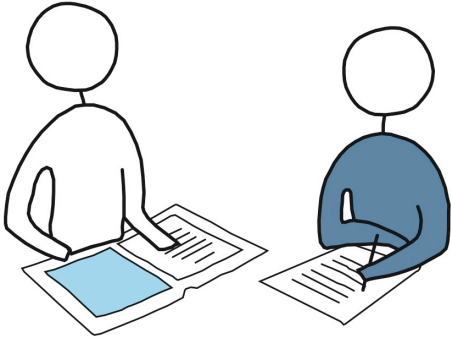
- 20 participants: undergrads, grad students
- Participants were shown the current Quick Links section without its title-- asked to name the section and describe where each link went
- Then asked what links they would most like to see in a grouping of links like this one



Quick Links

Guerrilla Testing-Findings

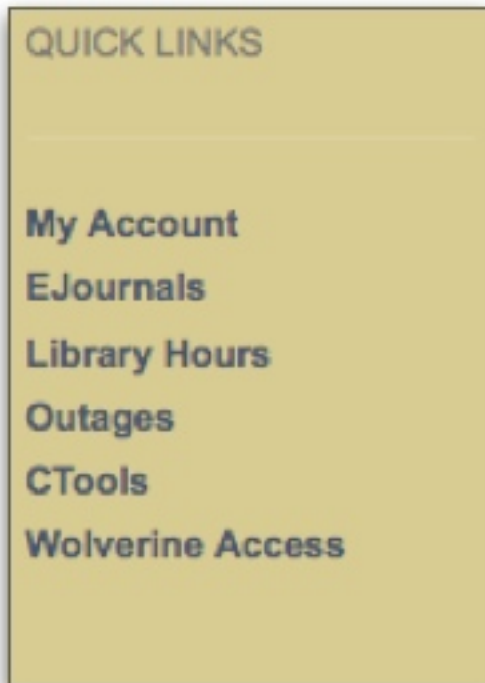
- "Outages" not understood or considered to be useful.
- More than half of users requested addition of Webmail link.
- Quick Links label works well.



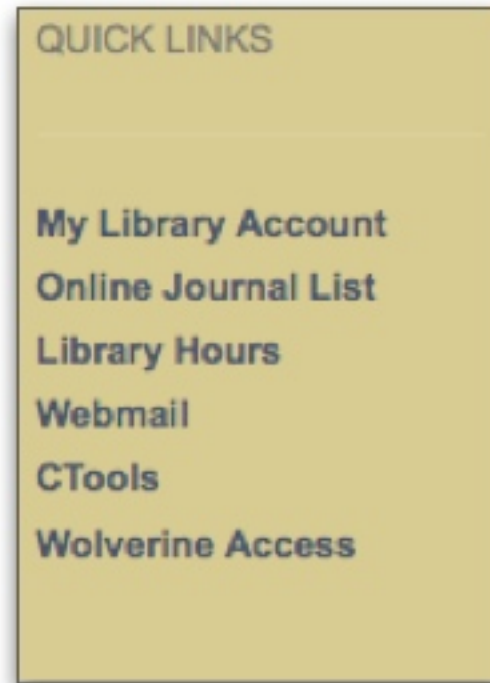
Quick Links

Guerrilla Testing-Outcomes

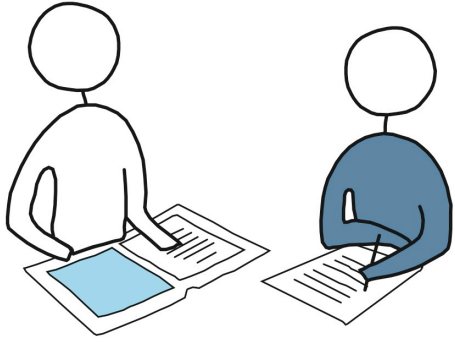
Before:



After:



- Removed/added several links
- Rearranged links
- Retitled 'Ejournals' -> 'Online Journals' (throughout site)



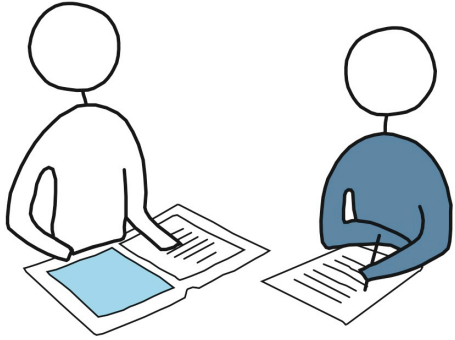
Search & Browse

Guerrilla Testing

Goal: Determine the order of sections on search & browse results pages. Impetus for testing was feedback from library staff.

The Test:

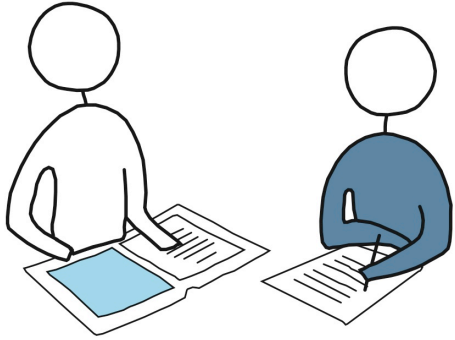
- 12 participants (undergrad/grad)
- Asked to search or browse on a topic of interest to them
- Then asked to view results, reorder the headings, and
- Suggest alternative headings



Search & Browse

Guerrilla Testing-Findings

- Most participants preferred a different order.
- Section labels found to be confusing (and inconsistent with browse results page).
- Not enough metadata is displayed for catalog results.

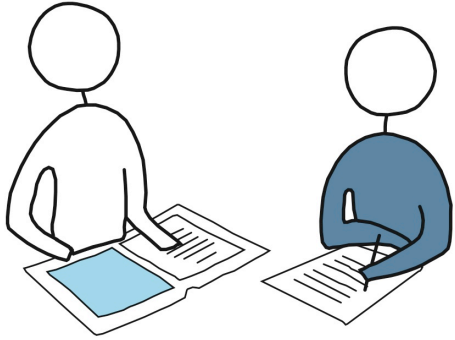


Search & Browse

Guerrilla Testing-Before

Search Results Column 1	Search Results Column 2
Catalog (Mirlyn) Electronic Journals Databases	Website: Research Guides Website Website: Collections Website: Government Documents Deep Blue (Institutional Repository)

Browse Results Column 1	Browse Results Column 2
Electronic Journals Databases	Research Guides MLibrary Website New Books

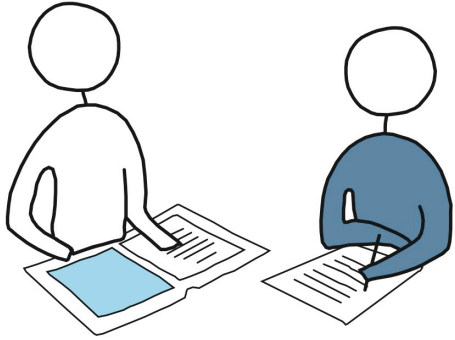


Search & Browse

Guerrilla Testing-After

Search Results Column 1	Search Results Column 2
Databases Catalog (Mirlyn) Online Journals	Research Guides Website Collections Government Documents Deep Blue (Institutional Repository)

Browse Results Column 1	Browse Results Column 2
Online Journals Databases	Research Guides MLibrary Website New Books



Search & Browse

Guerrilla Testing-After

Added more information
about catalog results

[Catalog \(Mirlyn\)](#)

1-10 of 1802 ([See All](#))

[Whaling](#)

By: Hawes, Charles Boardman, 1889-1923.

Published: 1924

Format: Book, Electronic Resource

[Annual report of the International Whaling Commission](#)

By: International Whaling Commission.

Published: 1998

Format: Journal, Electronic Resource

[Report of the Commission - International Whaling Commission](#)

By: International Whaling Commission.

Published: 1950

Format: Journal, Electronic Resource

[Report of the International Whaling Commission](#)

By: International Whaling Commission.

Published: 1977

Format: Journal, Electronic Resource



About Card Sorting

Card sorting is a method that helps increase a system's findability. The process involves sorting a series of cards, each labeled with a piece of content or functionality, into groups that make sense to participants.

As with guerrilla testing, participants are often found "in the wild" in reference areas, the fish bowl, Diag, etc.



Services/Departments/Libraries

Card Sorting

Goal: recategorize content on the web site currently grouped under Services, Departments and Libraries.

Group Paper Card Sort w. Students

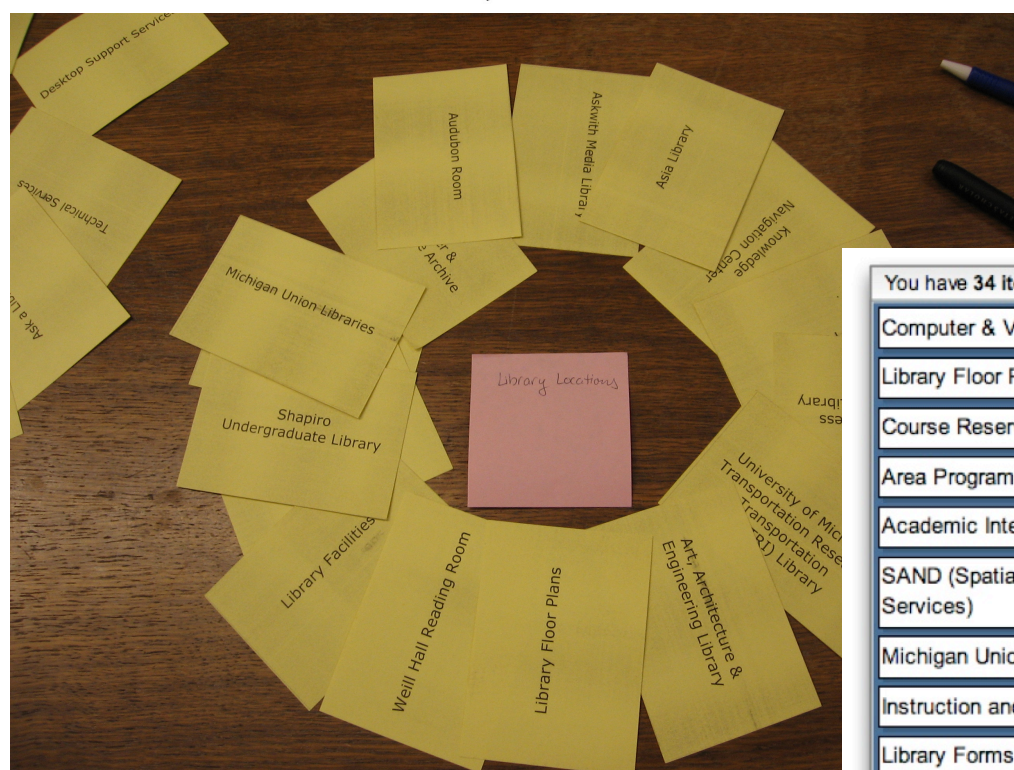
- 18 participants: undergrads, grad students (divided into 4 groups)
- Organized 84 cards representing half of this content
- Allowed us to see interaction among students, hear thought processes, and better understand confusing labels

Individual Online Card Sort w. Staff

- Purchased license to OptimalSort allowing us to place in front of many individuals
- 140 staff completed exercise
- Provided more data, but didn't expose the thought process



Services/Departments/Libraries *Card Sorting*



Group paper card sort

OptimalSort online card sort

You have 34 items left Drag & drop the cards listed on the left into the categories on the right. [View](#)

Computer & Video Game Archive	Publishing	Administration
Library Floor Plans	MPublishing	Library Administration
Course Reserves	Scholarly Publishing Office (SPO)	Giving to MLibrary
Area Programs	Copyright	Library Finance
Academic Integrity	University of Michigan Press	Marketing and Communications
SAND (Spatial and Numeric Data Services)		Library Facilities
Michigan Union Libraries		
Instruction and Workshops		
Library Forms		
Government Documents Center		
Weill Hall Reading Room		
Ask a Librarian		
Art, Architecture & Engineering Library		



Services/Departments/Libraries

Card Sorting-Findings

Several similarities between categories surfaced across the various participant groups performing the card sort, whether performing a paper sort or using the online tool.

- *Physical Locations*: libraries and/or services with a physical location and hours of operation.
- *Publishing*: MPublishing, SPO and University of Michigan Press.
- *Services*: a broad category used by all groups which ranged from getting help with library resources to internal services for library staff.
- *Administration*: background support for library staff or as one student said, “Stuff that students wouldn’t necessarily need.”



Services/Departments/Libraries

Card Sorting-Findings

Task Force also came up with "unified" categories, based on the categories the participants created, as well as the comments they made during the card sort.

- *Administration*. Card examples: Library Finance, Desktop Support Services, Library Information Technology
- *Libraries/Locations*. Card examples: Taubman Health Sciences Library, SAND, Weill Hall Reading Room
- *Publishing*. Card examples: MPublishing, Copyright, Deep Blue, SPO
- *Getting help*. Card examples: Ask a Librarian, Instruction and Workshops, Knowledge Navigation Center
- *Getting things*. Card examples: ILL, Circulation, Serials, Course Reserves



Services/Departments/Libraries

Card Sorting-Outcomes

- Both the similar groupings across participant groups and the "unified" categories the Task Force came up with were suggested as bases for further tests.
- Results shared with Library Web Team, who will work with the User Experience Dept.
- Implementing changes will be a large-scale change that would add significant complexities for users and staff.
- Has both technical and design implications.
- Will need further conversations and evaluations.

Questions?

All past reports: www.lib.umich.edu/usability

Next week:

Mirlyn Feedback Session for Staff

Wednesday, August 4th, from 3:00-4:00 pm in 806